

Attorney's Docket No. 033855-007
Application No. 09/828,257
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AMENDMENTS TO THE SPECIFICATION:

Please replace the title with the following amended title:

SYSTEM FOR ELECTRONICALLY DISTRIBUTING, DISPLAYING AND
CONTROLLING THE PLAY SCHEDULING OF ADVERTISING AND OTHER
COMMUNICATIVE MEDIA

Please replace the paragraph beginning on page 1, line 12 and ending on
page 1, line 15, with the following amended paragraph:

This application is related to U.S. Patent Application Serial No. 09/828,463
filed concurrently with this application and entitled "Method and System for
Electronically Distributing, Displaying and Controlling Advertising and Other
Communicative Media." Such application is expressly incorporated herein by
reference.